Journal of Advertising Research

Index to Volume 2, 1962

ARTICLES

Agostini, J.-M. **Analysis of Magazine Accumulative Audience.** No. 4, pp. 24-27
Monsieur Agostini offers a formula for estimating the accumulative audience of several successive issues from just the average audience of one issue and the accumulative audience of two.

Atkin, Kenward L. **Advertising and Store Patronage.** No. 4, pp. 18-23
Newspaper advertisements changed students' supermarket choices—without changing their attitudes toward the stores beforehand.

Banks, Seymour. See Kirsch and Banks.

Beik, Leland L. **Immediate Recall of TV Commercial Elements.** No. 3, pp. 13-18
When asked to record what they saw and heard in a film, students mentioned video events more often than audio.

Belford, R. J., II. See Kirsch, Berger, and Belford.

Berger, Philip K. See Kirsch, Berger, and Belford.

Copland, Brian D. **Some Fundamentals of Poster Audience Measurement.** No. 2, pp. 20-27
The audience of an outdoor display is directly proportional to the number of passages by it, be it large or small, in town or city, in Europe or the U. S.

Cordell, Warren N., and Henry A. Rahmel.
Are Nielsen Ratings Affected by Non-cooperation, Conditioning or Response Error? No. 3, pp. 45-49
Yes, no, and no, respectively, where the criterion was a coincidental interview by telephone.

Davenport, John Scott, Edwin B. Parker, and Stewart A. Smith.
Measuring Readership of Newspaper Advertisements. No. 4, pp. 2-9
By securing two measures of recognition of an ad, the authors identified inconsistent claimers; by testing ads which did not appear in the newspaper, they identified less credible respondents.

Day, Ralph L. **On Methods: Linear Programming in Media Selection.** No. 2, pp. 40-44
Dr. Day explains, in plain language, how an elsewhere useful mathematical technique may help select advertising media—provided three key tasks can be done first.

Engel, James F., and Hugh G. Wales. **Spoken versus Pictured Questions on Taboo Topics.** No. 1, pp. 11-17
Question format influenced housewives' responses to three out of six doctor-patient situations.

Frankel, Lester R., and Bernard M. Solov.
Does Recall of an Advertisement Depend on Its Position in the Magazine? No. 4, pp. 28-32
It didn't in this case. Nor did the ad's environment—whether other advertising or editorial—affect its memorability.

Garfinkle, Norton. See Greenberg and Garfinkle.

Green, Paul E. **On Methods: Bayesian Decision Theory in Advertising.** No. 4, pp. 33-41
How the Reverend Bayes's theorem can help an executive make up his mind is shown by its application to a common advertising problem.

Greenberg, Allan, and Norton Garfinkle. **Delayed Recall of Magazine Articles.** No. 1, pp. 28-31
The wider an article's appeal, the more slowly it will be forgotten. The authors present evidence for this hypothesis and discuss its implications for the timing of campaigns.

Guest, Lester. **A Comparison of Two-Choice and Four-Choice Questions.** No. 1, pp. 32-34
Some survey questions call only for agreement or disagreement; others permit several shades of both. The author shows that the two types of questions can lead to different findings.

Henry, Harry. **Belson's Studies in Readership.** No. 2, pp. 9-14
A researcher now in management, Mr. Henry advises: ". . . get hold of this book, read and digest it, then go back and start learning the techniques of questionnaire design and field control right from scratch."

Kirsch, Arthur D., and Seymour Banks. **Program Types Defined by Factor Analysis.** No. 3, pp. 29-31
What do a man's preferred shows tend to have in common? Most often, their network.

Kirsch, Arthur D., Philip K. Berger, and R. J. Belford, II.
Are Reports of Brands Bought Last Reliable and Valid? No. 2, pp. 34-36
Yes and no. For eight of nine products, reports were over 90 per cent consistent in two telephone interviews. For only four products, however, were similar proportions of the reported brands later found in the home.

Kuehn, Alfred A. **How Advertising Performance Depends on Other Marketing Factors.** No. 1, pp. 2-10
Seven years' work suggests how the return on an advertiser's dollar varies—with when he spends it, with consumer loyalty to his brand, and with the price, cost, and availability of his brand relative to competition.

Kuehn, Alfred A. **Consumer Brand Choice as a Learning Process.** No. 4, pp. 10-17
Brand shares may be predicted from the sequence, rhythm, and frequency of consumers' past purchases.

Landis, Jack B. **On Methods: Multiple Regression Analysis—the Easy Way.** No. 1, pp. 35-42
The calculator drudgery of small multiple regression analyses is materially reduced by this unique shortcut method.

Landon, James A. **Attitudes Toward Commercial and Educational Television.** No. 3, pp. 33-36
Women favored educational over commercial programs on four out of five semantic differential scales.

Lindsley, Ogden R. **A Behavioral Measure of Television Viewing.** No. 3, pp. 2-12
An experimental psychologist has developed a TV commercial pretest that is sensitive, continuous, immediate—and completely objective.

Maloney, John C. **Curiosity versus Disbelief in Advertising.** No. 2, pp. 2-8
Certain housewives found something "hard to believe" in a food advertisement; others did not. But the same per cent of both groups showed increased willingness to serve the product advertised.

Newman, Sheldon W. **Differences Between Early and Late Respondents to a Mailed Survey.** No. 2, pp. 37-39
. . . were found only in their occupations, participation in boating, and reporting of expenditures for ten products. Of the latter, significantly more late respondents failed to answer the questions.

Nuttall, C. G. F. **TV Commercial Audiences in the United Kingdom.** No. 3, pp. 19-28
When the commercial starts, viewer attention wanders. New measures, reliable and sensitive, show how far.

Parker, Edwin B. See Davenport, Parker, and Smith.

Rahmel, Henry A. See Cordell and Rahmel.

Smith, Stewart A. See Davenport, Parker, and Smith.

Sokol, Robert. **Testing a Campaign for Educational TV.** No. 3, pp. 37-44
Newspaper ads failed to increase viewing of WGBH-TV. The author offers two explanations.

Solov, Bernard M. See Frankel and Solov.

Stock, J. Stevens. **On Methods: How To Improve Samples Based on Telephone Listings.** No. 3, pp. 50-51
Simply weight households in a cluster started from a telephone directory by the reciprocal of the proportion of them listed in it.

Vincent, Norman L. **A Note on Stoetzel's Factor Analysis of Liquor Preferences.** No. 1, pp. 24-27
The writer shows how the solution of a factor analysis hinges on the analyst's procedural decisions, and suggests rules by which those decisions should be made.

Wales, Hugh G. See Engel and Wales.

Webb, Eugene J. **The Case for the Effectiveness Index.** No. 2, pp. 15-19
Of three different ways of reporting a change, one seems least misleading.

Winick, Charles. **Three Measures of the Advertising Value of Media Context.** No. 2, pp. 28-33
Where advertising is placed—its vehicle—affects recall of its message, ratings of its sponsor, and returns of its coupon.

Yamanaka, Jiro. **The Prediction of Ad Readership Scores.** No. 1, pp. 18-23
The per cent of a sample who recognized a Japanese newspaper advertisement was forecast accurately from the ad's size, page number, position, and type of illustration.

LETTERS

Becknell, James C., Jr. **Comment on Webb's Case for the Effectiveness Index.** No. 4, pp. 42-43

Webb, Eugene J. **Rejoinder.** No. 4, p. 43

REVIEWS

Ackoff, Russell L. *Scientific Method: Optimizing Applied Research Decisions.* New York: John Wiley, 1962, 464 pp., $9.50. No. 3, p. 60.

Bartholomew, D. J. A Method of Allowing for "Not-at-home" Bias in Sample Surveys. *Applied Statistics,* Vol. 10, No. 1, March 1961, pp. 52-59. No. 1, pp. 50-51.

Becknell, James C., Jr. Use of Experimental Design in the Study of Media Effectiveness. *Media/scope,* Vol. 6, No. 8, August 1962, pp. 46-49. No. 3, p. 56.

Beer, Stafford. *Cybernetics and Management.* New York: John Wiley, 1959, 214 pp., $4.50. No. 3, p. 60.

Benson, Purnell H. A Short Method for Estimating a Distribution of Consumer Preferences. *Journal of Applied Psychology,* Vol. 46, No. 5, October 1962, pp. 307-313. No. 4, p. 53.

Bernays, Edward L. *Crystallizing Public Opinion.* (2nd ed.) New York: Liveright, 1961, 219 pp., $3.95. No. 1, pp. 52-53.

Blank, David M. Cyclical Behavior of National Advertising. *Journal of Business,* Vol. 35, No. 1, January 1962, pp. 14-27. No. 2, p. 54.

Bogart, Leo. The Researcher's Dilemma. *Journal of Marketing,* Vol. 26, No. 1, January 1962, pp. 6-11. No. 1, p. 54.

Burton, Philip W. *The Profitable Science of Making Media Work.* New London, Conn.: Printers' Ink Books, 1959, 448 pp., $8.50. No. 1, p. 53.

Buskirk, Richard H. *Cases and Readings in Marketing.* New York: Holt, Rinehart and Winston, 1961, 208 pp., $2.25. No. 3, p. 60.

Buzzell, Robert D., and Charles C. Slater. Decision Theory and Marketing Management. *Journal of Marketing,* Vol. 26, No. 3, July 1962, pp. 7-16. No. 4, p. 52.

Cherry, Colin. *On Human Communication.* New York: Science Editions, 1961, 333 pp., $1.95. No. 2, p. 54.

Cheskin, Louis. *Basis for Marketing Decision Through Controlled Motivation Research.* New York: Liveright, 1961, 282 pp., $5.95. No. 2, p. 52.

Christenson, Reo M., and Robert O. McWilliams. *Voice of the People: Readings in Public Opinion and Propaganda.* New York: McGraw-Hill, 1962, 585 pp., $8.75. No. 3, p. 60.

Churchman, C. West. *Prediction and Optimal Decision.* Englewood Cliffs, N. J.: Prentice-Hall, 1961, 394 pp., $10.00. No. 2, pp. 48-49.

Colley, Russell H. *Defining Advertising Goals for Measured Advertising Results.* New York: Association of National Advertisers, 1961, 114 pp., $7.50. No. 1, pp. 46-47.

Colley, Russell H. Squeezing the Waste Out of Advertising. *Harvard Business Review,* Vol. 40, No. 5, September-October 1962, pp. 76-88. No. 4, pp. 51-52.

Cundy, H. Martyn, and A. P. Rollett. *Mathematical Models.* London: Oxford University Press, 1961, 286 pp., $6.50. No. 2, p. 54.

Dalenius, Tore. Recent Advances in Sample Survey Theory and Methods. *Annals of Mathematical Statistics,* Vol. 33, No. 2, June 1962, pp. 325-349. No. 4, pp. 49-50.

Demsetz, Harold. The Effect of Consumer Experience on Brand Loyalty and the Structure of Market Demand. *Econometrica,* Vol. 30, No. 1, January 1962, pp. 22-33. No. 3, p. 58.

Entenberg, Robert D. *The Changing Competitive Position of Department Stores in the United States by Merchandise Lines.* Pittsburgh: University of Pittsburgh Press, 1961, 196 pp., $6.95. No. 2, p. 54.

Evans, Franklin B. Correlates of Automobile Shopping Behavior. *Journal of Marketing,* Vol. 26, No. 4, October 1962, pp. 74-77. No. 4, p. 53.

Ferber, Robert. Brand Choice and Social Stratification. *Quarterly Review of Economics and Business,* Vol. 2, No. 1, February 1962, pp. 71-78. No. 2, pp. 50-51.

Ferber, Robert, and P. J. Verdoorn. *Research Methods in Economics and Business.* New York: Macmillan, 1962, 573 pp., $9.00. No. 4, p. 53.

Francis, Roy G. *The Rhetoric of Science, A Methodological Discussion of the Two-By-Two Table.* Minneapolis: University of Minnesota Press, 1961, 183 pp., $4.75. No. 2, p. 54.

Frank, Ronald E. Brand Choice as a Probability Process. *Journal of Business,* Vol. 35, No. 1, January 1962, pp. 43-56. No. 1, pp. 51-52.

Frank, Ronald E., Alfred A. Kuehn, and William F. Massy. (Eds.) *Quantitative Techniques in Marketing Analysis.* Homewood, Ill.: Richard D. Irwin, 1962, 556 pp., $10.60. No. 4, pp. 46-47.

Freeman, Cyril. How to Evaluate Advertising's Contribution. *Harvard Business Review,* Vol. 40, No. 4, July-August 1962, pp. 137-148. No. 3, p. 59.

Gabor, Andre, and G. W. J. Granger. On the Price Consciousness of Consumers. *Applied Statistics,* Vol. 9, No. 3, November 1961, pp. 170-188. No. 3, pp. 57-58.

Gilman, William. *The Language of Science.* New York: Harcourt, Brace & World, 1961, 248 pp., $4.95. No. 1, p. 54.

Goldstein, Jacob, and Charles Winick. An Experimental Study of Some Factors in the Recognition of Slogans. *Journal of General Psychology,* Vol. 65, October 1961, pp. 339-351. No. 1, p. 48.

Gould, Douglas P. *Marketing for Profit.* New York: Reinhold, 1961, 202 pp., $5.50. No. 4, p. 53.

Greenlaw, Paul S., Lowell W. Herron, and Richard H. Rawdon. *Business Simulation in Industrial and University Education.* Englewood Cliffs, N. J.: Prentice-Hall, 1962, 356 pp., $10.00. No. 3, p. 60.

Hauser, Philip M. More from the Census of 1960. *Scientific American,* Vol. 207, No. 4, October 1962, pp. 30-37. No. 4, p. 53.

Hausknecht, Murray. *The Joiners, A Sociological Description of Voluntary Association Membership in the United States.* New York: Bedminster Press, 1962, 141 pp., $6.50. No. 1, p. 54.

Henell, Olof. *Some Science in Personal Selling.* Stockholm, Sweden: Esselte Reklam AB, 1961, 99 pp., $4.25. No. 2, p. 54.

Jaeger, Carol M., and Jean L. Pennock. An Analysis of Consistency of Response in Household Surveys. *Journal of the American Statistical Association,* Vol. 56, No. 294, June 1961, pp. 320-327. No. 1, p. 54.

Janowitz, Morris. Mass Persuasion and International Relations. *Public Opinion Quarterly,* Vol. 25, No. 4, Winter 1961, pp. 560-570. No. 1, p. 54.

Kelley, William T., and Robert G. Duke. Are There Fashion Cycles in Creative Advertising? *Journal of Marketing,* Vol. 26, No. 4, October 1962, pp. 18-26. No. 4, p. 47.

Kibbee, Joel M., Clifford J. Craft, and Burt Nanus. *Management Games: A New Technique for Executive Development.* New York: Reinhold, 1961, 347 pp., $10.00. No. 3, p. 60.

Laurie, William. The Impertinent Questioner: The Scientist's Guide to the Statistician's Mind. *ETC: A Review of General Semantics*, Vol. 14, No. 1, May 1962, pp. 94-100. No. 3, pp. 58-59.

Lee, Alec M. Decision Rules for Media Scheduling: Static Campaigns. *Operational Research Quarterly*, Vol. 13, No. 3, September 1962, pp. 229-242. No. 4, p. 48.

Levitt, Theodore. *Innovation in Marketing: New Perspectives for Profit and Growth*. New York: McGraw-Hill, 1962, 253 pp., $5.95. No. 4, pp. 48-49.

Likert, Rensis. *New Patterns of Management*. New York: McGraw-Hill, 1961, 279 pp., $6.95. No. 3, p. 60.

Luck, David J., Hugh G. Wales, and Donald A. Taylor. *Marketing Research*. (2nd ed.) Englewood Cliffs, N. J.: Prentice-Hall, 1961, 541 pp., $11.35. No. 1, p. 54.

Maccoby, Nathan, and Eleanor E. Maccoby. Homeostatic Theory in Attitude Change. *Public Opinion Quarterly*, Vol. 25, No. 4, Winter 1961, pp. 538-545. No. 2, p. 54.

McGuire, William J. Persistence of the Resistance to Persuasion Induced by Various Types of Prior Belief Defenses. *Journal of Abnormal and Social Psychology*, Vol. 64, No. 4, April 1962, pp. 241-248. No. 4, p. 53.

Maffei, Richard B. Planning Advertising Expenditures by Dynamic Programming Methods. *Management Technology*, Vol. 1, No. 2, December 1960, pp. 94-100. No. 2, pp. 51-52.

Malone, John R. "Subculture" Television Programming: Economic Aspects and Possibilities. *Studies in Public Communication* (Department of Sociology, University of Chicago), No. 3, Summer 1961, pp. 36-48. No. 1, pp. 48-49.

Mayer, Martin. Television '62: The Impact of TV on Other Mass-Communications Media. *TV Guide*, Vol. 12, No. 29, July 21, 1962, pp. 2-5. No. 3, p. 57.

Mehling, Harold. *The Great Time-Killer*. Cleveland: World, 1962, 352 pp., $4.95. No. 3, pp. 54-55.

Mendelsohn, Harold. Measuring the Process of Communications Effect. *Public Opinion Quarterly*, Vol. 26, No. 3, Fall 1962, pp. 411-416. No. 4, p. 50.

Murphy, Donald R. *What Farmers Read and Like*. Ames, Iowa: Iowa State University Press, 1962, 250 pp., $4.95. No. 2, p. 50.

Nathan, Robert, and Elizabeth Hanes. *Computer Programming Handbook: Guide for Beginners*. Englewood Cliffs, N. J.: Prentice-Hall, 1962, 214 pp., $7.65. No. 2, p. 54.

O'Dell, William F. Personal Interviews or Mail Panels? *Journal of Marketing*, Vol. 26, No. 4, October 1962, pp. 34-39. No. 4, p. 51.

Oxenfeldt, Alfred, David Miller, Abraham Shuchman, and Charles Winick. *Insights into Pricing from Operations Research and Behavioral Science*. Belmont, Calif.: Wadsworth, 1961, 124 pp. No. 3, p. 60.

Pace, R. Wayne. Oral Communication and Sales Effectiveness. *Journal of Applied Psychology*, Vol. 46, No. 5, October 1962, pp. 321-324. No. 4, p. 53.

Peterson, Lloyd R., D. Saltzmann, K. Hillner, and V. Land. Recency and Frequency in Paired-associate Learning. *Journal of Experimental Psychology*, Vol. 63, No. 4, April 1962, pp. 396-403. No. 3, p. 55.

Reichmann, W. J. *Use and Abuse of Statistics*. New York: Oxford University Press, 1961, 336 pp., $5.00. No. 2, pp. 52-53.

Resor, Robert. *The Communications Challenges in the Decade of the 60's*. New York: Bozell & Jacobs, 1962, 112 pp., $2.50. No. 3, p. 60.

Roberts, Jack. Mythology on Madison Avenue. *Harvard Business Review*, Vol. 40, No. 5, September-October 1962, pp. 98-102. No. 4, p. 53.

Schmiedeskamp, Jay W. Reinterviews By Telephone. *Journal of Marketing*, Vol. 26, No. 1, January 1962, pp. 28-34. No. 1, pp. 49-50.

Smith, Don C. The Selectors of Television Programs. *Journal of Broadcasting*, Vol. 6, No. 1, Winter 1961-62, pp. 35-44. No. 2, p. 54.

Steenrod, N. E., J. L. Doob, L. Carlitz, F. A. Ficken, and G. Piranian. Manual for Authors of Mathematical Papers. *Bulletin of the American Mathematical Society*, Vol. 68, No. 5, September 1962 (Whole No. 680), pp. 429-444. No. 4, p. 53.

Stouffer, Samuel A. *Social Research to Test Ideas*. New York: Free Press of Glencoe, 1962, 314 pp., $8.50. No. 3, pp. 56-57.

Strand, Stanley. *Marketing Dictionary*. New York: Philosophical Library, 1962, 810 pp., $10.00. No. 2, p. 54.

Taylor, F. A. *Colour Technology for Artists, Craftsmen, and Industrial Designers*. New York: Oxford University Press, 1962, 137 pp., $4.80. No. 1, p. 54.

Uhl, Kenneth P. Factorial Design—Aid to Management. *Journal of Marketing*, Vol. 26, No. 1, January 1962, pp. 62-66. No. 1, p. 54.

Wells, William D., and Joel Dames. Hidden Errors in Survey Data. *Journal of Marketing*, Vol. 26, No. 4, October 1962, pp. 50-54. No. 4, p. 53.

Westfall, Ralph. Psychological Factors in Predicting Product Choice. *Journal of Marketing*, Vol. 26, No. 2, April 1962, pp. 34-40. No. 2, p. 49.

Wilks, Samuel S. *Mathematical Statistics*. New York: John Wiley, 1962, 644 pp., $15.00. No. 2, p. 54.

Wolfe, Harry D., James K. Brown, and G. Clark Thompson. *Measuring Advertising Results*. New York: National Industrial Conference Board, 1962, 177 pp.; for associates, one copy free and additional copies at $5 each; $25 for non-associates. No. 1, pp. 46-47.

Wright, John S., and Daniel S. Warner. *Advertising*. New York: McGraw-Hill, 1962, 590 pp., $8.50. No. 1, p. 54.

Yeck, John D., and John T. Maguire. *Planning and Creating Better Direct Mail*. New York: McGraw-Hill, 1961, 387 pp., $6.95. No. 1, p. 54.

FEDERAL STATISTICS IN ADVERTISING

Ingrid C. Kildegaard, ARF Research Statistician

Foreign Trade Statistics	No. 1, pp. 43-45
Housing and Construction	No. 2, pp. 45-47
The New "Data Book"	No. 3, pp. 52-53
Consumer Expenditures	No. 4, pp. 44-45

EDITORIALS

Charles K. Ramond, ARF Technical Director

The Ad Men and the Golophus: A Madison Avenue Fable	No. 1, p. 56
Serendipity by the Numbers	No. 2, pp. 58-59
Kula	No. 3, p. 64
The Fact Derby	No. 4, p. 56